Environment / Health / Safety
DIVISION

Style Guide

The goal of our identity system is to create a widely recognized, positive image of the Environment / Health / Safety Division. Follow these guidelines to maintain integrity of the EHS brand and ensure clarity and strong presence in every use.

If you have any questions or concerns, please contact Creative Services at extension 4020, or email CYoungquist@lbl.gov.

Logo

With limited exceptions, the EHS logo should always appear in a fixed relationship to the right of the Berkeley Lab logo. Do not alter or modify these two components or their relationship. Please phase out all materials using outdated logos. This is the only logo that should be used moving forward for EHS materials.
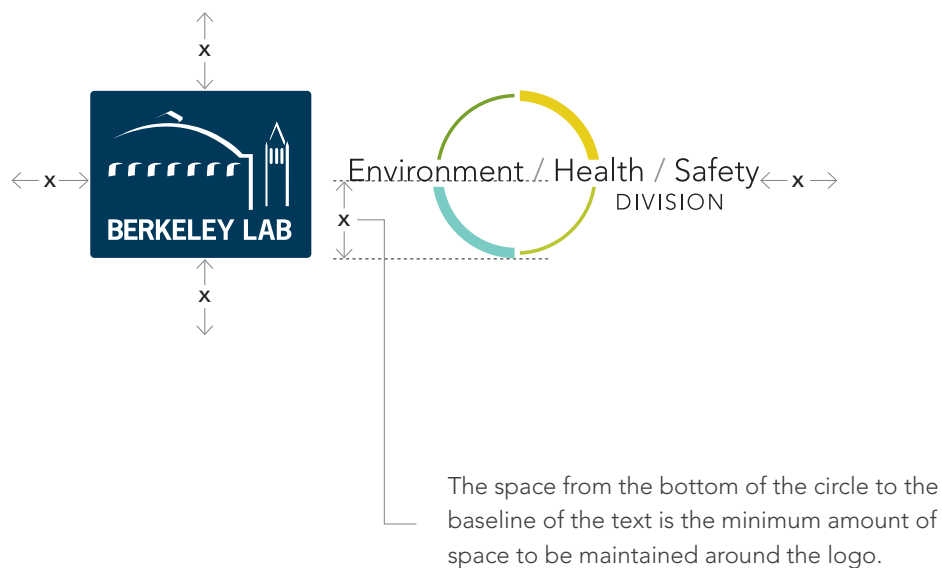
FULL LOGO / COLOR

FULL LOGO / GRAYSCALE

Logotype

In some instances (for example, where space is limited) it is acceptable to use the logotype instead of the full logo. Use only the accepted version, in black, shown below.

Environment / Health / Safety
DIVISION

Logo Clear Space

To maintain the integrity and readability of the EHS logo, be certain that the space around the logo is clear of other graphic elements or text. The acceptable minimum clear space for the logo is shown below. The logo will appear in many different applications, and the indicated clear space will ensure clarity and strong presence in every use.

Environment / Health / Safety
DIVISION

BERKELEY LAB

The space from the bottom of the circle to the baseline of the text is the minimum amount of space to be maintained around the logo.

Color Palette

The primary color palette is shown below and should be used on all our communications. Reserve the use of color in text for highlights and headers. Priority should always be given to readability. Smaller text will not be as visible in the lighter colors of the EHS palette. Body text can appear in either 80% black (preferred) or 100% black.
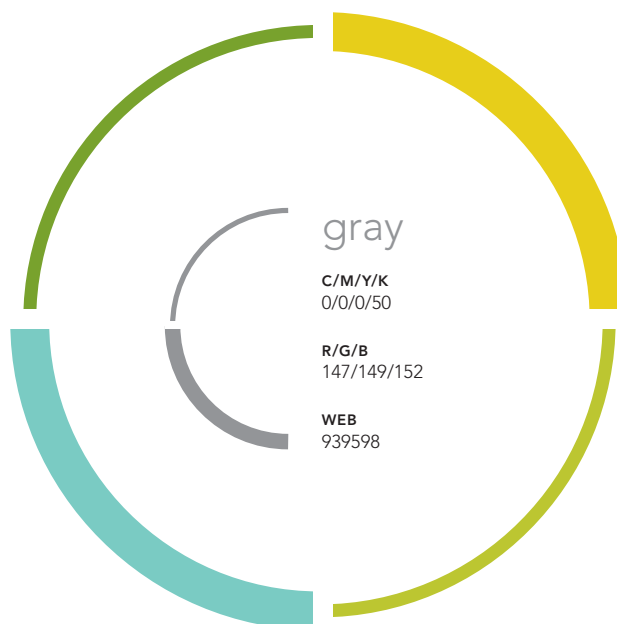
green

C/M/Y/K
45/0/100/24

R/G/B
120/162/47

WEB
7AA136

yellow

C/M/Y/K
11/13/100/0

R/G/B
231/206/29

WEB
E6CC31

gray

C/M/Y/K
0/0/0/50

R/G/B
147/149/152

WEB
939598

blue

C/M/Y/K
50/0/28/0

R/G/B
123/203/194

WEB
7FCBC2

citron

C/M/Y/K
31/9/100/0

R/G/B
187/197/50

WEB
BBC33D

Typography

There are two recommended font families in the EHS typography system: Avenir and Dosis. These two font families were chosen to complement the identity. Use the Avenir family for your printed materials and use the Dosis family for all Web projects. Because of it's wide availability, Calibri can be used in all Word and PowerPoint templates.

Aa
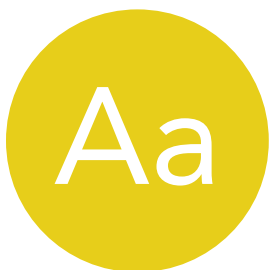
Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Aa / Aa / Aa / Aa / **Aa** / **Aa**

Aa

Dosis

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Aa / Aa / Aa / Aa / **Aa** / **Aa** / **Aa**

Iconography

Icons are graphics that provide quick, intuitive representations of an action. They are extensions of the brand and should follow the style that was developed for the EHS system. EHS icons are built in 4-color and 1-color options with varying degress of opacity. For use at very small sizes (mobile apps for example), a black version was created. Contact Creative Services (x4020) when icons are needed.

4 COLOR
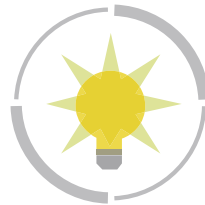
1 COLOR
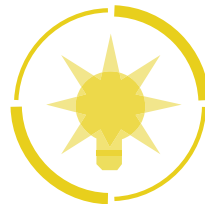
BLACK

Graphic Language – Images

The EHS identity includes two special image styles that can be used on all materials—the *quadrant image grid* and the *duotone image circle.* These image styles should be used sparingly and separately within a single document.

QUADRANT IMAGE GRID

Referencing the four quadrants in the logo, this quadrant image style should be used sparingly and in conjunction with standard image boxes. The color areas should fall as indicated, matching color placement in the logo.

DUOTONE IMAGE CIRCLE

Use the green, yellow, blue or citron with solid black to create a duotone image.

Word Templates

Basic MS Word templates with the EHS branding are provided for both 8.5x11 and 11x17 flyers. The layouts were created to accomodate one main image and varying amounts of text or additional images/icons, allowing you to edit content for your needs. You have the option of updating your own flyer with one of the provided Word templates, or contacting CSO to update and print your flyer for you. All other EHS collateral will be created on an as-needed basis by the Creative Services Office (CSO).

8.5 x 11

11 x 17

PowerPoint Templates

A PowerPoint template was created for all EHS presentations. Follow the layout and color palette in the supplied .ppt template file along with the title slide guidelines below to build consistency with your presentations. You can edit content for your needs.

Logo position and size is fixed in upper left of the title slide. Do not alter.

Title can fluctuate between one to three lines as needed. Title should always be:

• Calibri
• 36 pt
• White

Subtitle can fluctuate between one to three lines as needed. Subtitle should always be:

• Calibri
• 29 pt
• White

BERKELEY LAB

Environment / Health / Safety
DIVISION

Presentation Title
Subtitle here

Toolkit

This Toolkit is a quick one-page overview of the brand. Refer to this page for the basic components.

Logo

The EHS logo is made up of the Berkeley Lab logo and the EHS mark to its right. These two components are always placed in a fixed relationship and should not be altered or modified.

BERKELEY LAB

Environment / Health / Safety
DIVISION

Color

Use the color palette provided for all EHS communications. CMYK values should be used for print materials, RGB for on-screen presentations, and Web for online layouts.

C/M/Y/K	C/M/Y/K	C/M/Y/K	C/M/Y/K	C/M/Y/K
45/0/100/24	11/13/100/0	50/0/28/0	31/9/100/0	0/0/0/50
R/G/B	**R/G/B**	**R/G/B**	**R/G/B**	**R/G/B**
120/162/47	231/206/29	123/203/194	187/197/50	147/149/152
WEB	**WEB**	**WEB**	**WEB**	**WEB**
7AA136	E6CC31	7FCBC2	BBC33D	939598

Typography

Print font: Avenir

Web font: Dosis